

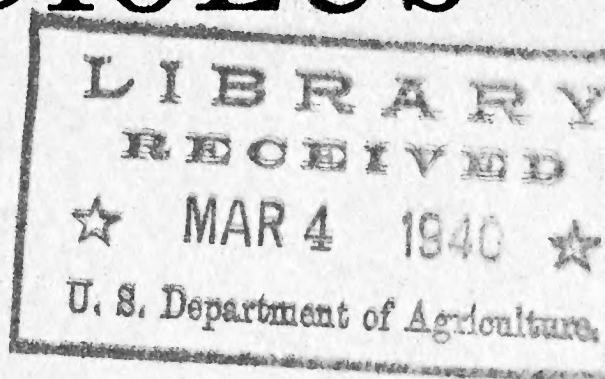
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GLADIOLUS



1940



EDWARD C. NEW

WARSAW, NEW YORK

GLAD GREETINGS FOR 1940

AS we present this, our descriptive gladiolus catalogue for the Spring of 1940, we wish to thank our many friends for their patronage and many words of approval. We are pleased to state that we have several letters on file here at our office which in general express appreciation for our generous method of filling orders. It also fills us with pride to learn how our own American Commander is performing in various parts of the country. This year we are offering another new variety, Charmaine. We withheld the introduction until we were convinced that it was a variety that was really needed, and after a series of trials here and there, we found that in general it actually performed better than in our own fields. Therefore we offer Charmaine with confidence.

Another offering we wish to call your attention to is Midnight Red. The originator, Mr. Marion C. Rich of Marion, N.Y., has been one of the real critical observers of gladiolus for some time and we are sure that his variety Midnight Red will fill a definite want, and that it is a glad that will consistently produce good straight spikes of large flowers that rank in color with such as Morocco, Moorish King, etc., but without their faults. Mr. Rich has some very fine seedlings that you are bound to hear more about later.

Those of you who received our catalogue last year will be pleased to note the addition of several other varieties. All seem to be worthy of your consideration, and we suggest that you try those which you do not already have. We try to give honest descriptions, in fact, would prefer to under-rate a glad than "puff" it up too much.

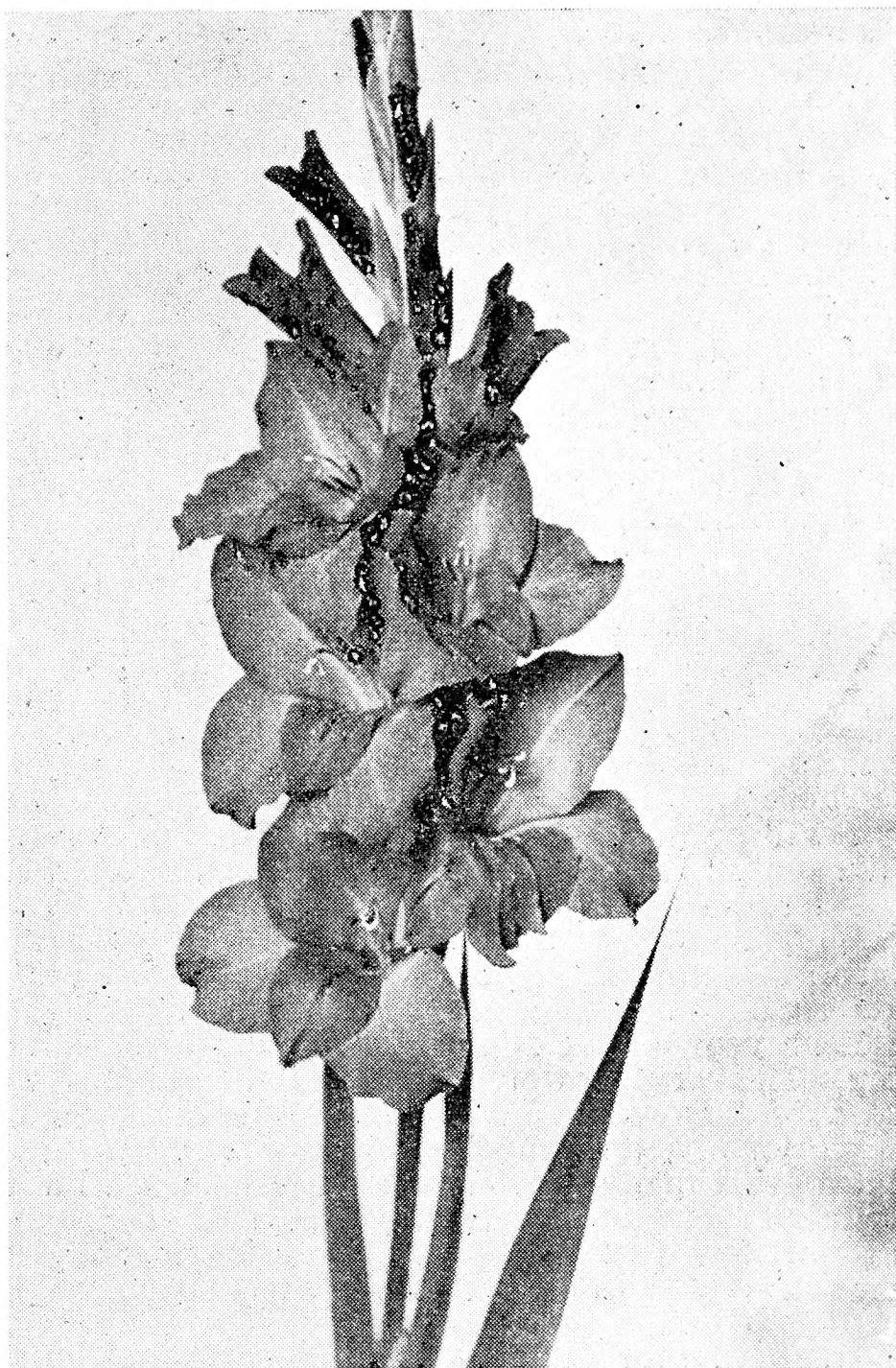
Each year we select new, fertile soil for our bulb crop. If every grower of glads would do this we are sure this would go far toward elimination of the various bacterial and fungus diseases. We find that a great many growers are partial toward bulbs produced here in the North, especially from the State of New York. We store our bulbs in cool, dry and ventilated storage building. Thrips is one thing that never bothers us.

Our Guarantee—If after receiving the bulbs from us, you find anything that displeases you, notify us at once and we will adjust any complaint to your complete satisfaction. Our stock is represented to be true to name, free from injurious diseases and insect pests, including Gladiolus Thrips. We can in no way be responsible for the crop as too many conditions are beyond our control. You may be assured of getting a square deal from us.

Terms—Cash with order, or 25% with order and balance C. O. D. Or with 25% deposit we will be glad to hold your order until Spring. All items in the GENERAL LIST are quoted postpaid. Same of new introductions. Where varieties are listed per ten, three or more bulbs may be purchased at the ten rate.

Early Order Discounts — To encourage early orders we offer the following inducement.—After your order is made up you may select additional bulbs from the retail list to the extent of: 10% on orders from \$2 to \$5; 15% on orders from \$5 to \$20; 20% on orders from \$20 to \$50. These discounts apply only on orders accompanied by cash before March 1st.

Gladiolus



AMERICAN COMMANDER

The spike shown here was grown from a No. 5 bulb. Larger bulbs usually have six to eight large florets open in good condition at one time. American Commander was introduced in 1938 and every year since it showed its first bloom it has retained its original vigor and put forth its tall stalwart spikes regardless of weather conditions. Hybridizers are using it to impart vigor in their own seedlings and some splendid offspring is expected in the near future.

We hope that we may have the pleasure of serving you in the near future and that this catalogue will aid you in your gladiolus selection.

AMERICAN COMMANDER will give you the tall spikes you have wished for in one of the most popular colors, RED, a clear red self, no markings. The color is more brilliant than most of the older ones, yet it is not an orangy red. Just imagine what a valuable variety this would be to grow in the south for shipment to northern markets at Christmas time. We have found that it does well in the South, also that it really ships well. The florets will expand very nicely when cut tight, and after remaining out of water for some time.

AMERICAN COMMANDER is a GOOD exhibition gladiolus. While we have had very little opportunity for exhibiting. However, we have shown it at our Empire State Gladiolus Society's Exhibition three years, and it has won high honors each time. First year, Honorable Mention; second year, Certificate of Merit; third year, Award of Merit. Look on page 388 of the September 15th issue of Horticulture. In the report of the above named show will be found—"Highlighting the show was the granting of the first Award of Merit to a seedling ever given by the Society in its twelve-year history. The award went to AMERICAN COMMANDER, originated by E. C. New, Warsaw, N. Y. The award is given only after a seedling has competed successfully for three years." It is a well known fact that this show offers some stiff competition in the way of seedlings each year. It is also gratifying to know that none of the spikes shown at any time were given special culture. We have always grown this variety out in the field with the usual run of commercial varieties, where all are treated alike. This is where we test all new varieties, and find that quite a few cannot "take it."

AMERICAN COMMANDER is a good propagator. Bulblets germinate freely, and frequently bloom. Bulbs are healthy and of good size and shape. Foliage is broad and healthy. A rugged variety in every respect.

QUOTING from reports, names furnished on request.—"The American Commander you sent me stood up under very adverse conditions, yet its performance was exceptional. Without a doubt American Commander has real vigor and stamina and in every way proved the most outstanding red variety in the garden. I might add that I grew more than 25 red varieties. Also the variety proved exceptionally uniform in behavior."

"We liked your American Commander very much. It is an unusually large and tall gladiolus, which is very much in its favor, and the color is good, making it very outstanding in the garden. It grew better than any other new variety that we put in last year."

"Would not believe it possible, even if you had told me."

"It really is our best red, has no competition."

"American Commander was very outstanding last season for us. We like it."

From Spring Green Post, American Legion Trial Grounds, E. A. Lins reports: "American Commander was again excellent. Have OK heavily underscored on this. Every spike excellent."

"American Commander did the best of any glad we grew last year, Nos. 1, 2, 3, no difference in the size of spike or size of bloom, all were allowed to bloom out in the field, up to 8 perfect blooms open at one time. All grew over 5 feet tall, and excellent foliage. It was grown in a row with Commander Kohl, which scarcely made 3½ feet, very few of them fit to cut. Next row was Picardy, the best made 4 feet, and not many made that. It was the driest season here that we have had. If American Commander continues to do as well, I believe it will be the best red glad (Com. or Ex.) for many years to come."

No. 1—Each.....	\$2.50	10 for.....	\$20.00
No. 2—Each.....	\$2.00	10 for.....	\$16.00
No. 3—Each.....	\$1.50	10 for.....	\$12.00
No. 4—Each.....	\$1.00	10 for.....	\$8.00
No. 5—Each.....	.75	10 for.....	\$6.00
No. 6—Each.....	.60	10 for.....	\$4.80

10 Bulblets for .80; 100 for \$6.40

CHARMAINE

For some time we have all wished for a real rose colored gladiolus. This variety seems to come as near to it as we could wish for. It is rather difficult to accurately describe the color, but we will say it comes between the color of a Briarcliffe rose and that of a Premier rose. We all recognize this as a very charming color indeed. And a very useful color it will be. We have bloomed this five years now and have had it grown in various locations before finally deciding on its introduction. Its color is clear and has a darker throat. Florets are of good size, have had them the same size as Picardy, Usually opens five or six florets nicely placed on a good length head. Foliage is rank and of a peculiar olive green color. Growth is vigorous and rapid, but is not as tall as our very tallest glads.

Another valuable feature is its earliness, 66 days from large bulbs. All sizes bloom well, bulblets too. Bulbs are of good size and shape. Bulblets germinate freely and you will find CHARMAINE to be an excellent propagator.

We do not count on this as being an exhibition variety, although we would like to have shown this at the major shows, but it always bloomed far too early. This year it was grown under number at the trial gardens of The Maryland Gladiolus Society at Edgewood where it received a vote of Commendation. We had some grown in Florida and the grower there wrote us that it was an extra fine glad. From one of the mid-southern states a customer writes: "Without a doubt this variety impressed me more than any other new variety I have grown. It has proved exceptionally vigorous, a wonderful propagator and well behaved in every way. The color is clear and distinctive. During the past two years, I have cut about 50 spikes and as yet have never seen a misplaced floret. This year the florets were even larger than last year, up to 5½ inches, with four to seven open."

CHARMAINE Bulbs are for sale in sizes one, two and three only. Price \$1.00 each, ten bulbs for \$8.00, postpaid. Bulblets will be sold only when bulbs are also purchased. Price, ten for \$1.00; \$8.00 per 100.

MIDNIGHT RED

During the past blooming season the Empire State Gladiolus Society conducted seedling meetings at which various growers and hybridizers exhibited their seedlings. Some very wonderful specimens were sown, and among these was a beautiful dark red one produced by Mr. Marion C. Rich of Marion, N. Y. The judges gave this variety Honorable Mention, and declared it a definite improvement over existing varieties in its color class. Here is the originator's description.

"MIDNIGHT RED (Morocco X Marmora) Color, very dark red, velvety and glistening. Very small narrow cream stripe well back on lower petals. Buds are black. Arrangement, always perfect. Spikes, always straight. Foliage, good. Substance, excellent. Plain petals, wide open florets. Fair propagator. Good size, healthy bulbs. Average height, 1939, 53 inches, 23 inch flower head, 15 buds, 6 open. 5 inch florets. 70 to 80 days to bloom."

Lovers of the unusual in gladiolus will welcome this to their collections. Indications are that it will become a mighty fine glad for the exhibitor. Personally, we like it very much and really believe it to be far superior to any of the other so called "black" glads.

Stock of this variety is limited, therefore the low introductory price will remain the same for another year. Only large and medium size bulbs for sale. No bulblets for sale this year.

Price for bulbs is \$1.00 each.

GENERAL LIST

All bulbs of varieties in this list are shipped to you post paid. If you wish to purchase in larger quantities we refer you to list in the back of this catalogue, there most of the varieties will be listed by the hundred in the six commercial sizes. F. O. B., Warsaw, N. Y.

AFLAME. Begonia rose. A flaming tall spike. Vigorous grower and very well liked. Midseason. Per 10, large 35c, med. 25c.

ALICE REID. Beautiful LaFrance pink. A color well liked with florists. Tall grower with a stiff wiry stem holding several open. One of our very best cut-flowers. Good propagator. Extra early for such a good sized flower. Per 10, large 35c, med. 25c, small 15c.

ALIGHT. A bright pink with white throat. A sport of Aflame, having the same characteristics as to growth and size. Really good. Per 10, large 80c, med. 60c, small 25c.

- AVE MARIA.** A very popular violet blue, Reliable and quite early. Per 10, large 25c.
- AMADOR.** Scarlet, a glistening color. A good keeper and is popular. Per 10, large 50c, med. 35c, small 25c.
- BAGDAD.** Huge smoky old rose. Tall, strong grower, producing large florets. Very popular Per 10, large 35c.
- BEACON.** Salmon scarlet, cream blotch. Extra good and becoming more and more popular. Tall and outstanding. Per 10, large 80c, med. 50c, small 80c.
- BLANCHE W. RICH.** A rich rose pink that has received fine comment from trial grounds this past season. Beside showing unusual color it is a good grower with several open. Per 10, large \$1.00, med. 75c, small 50c.
- BYRON L. SMITH.** Clear lavender with cream blotch. An older variety but still one of the most beautiful. Per 10, large 35c.
- CAPT. BOYNTON.** Bluish lavender with deeper blotch. Tall grower and always popular. Per 10, large 35c, med. 25c.
- CHARLES DICKENS.** Very tall rich and bright purpose. Per 10, large 40c, med. 30c, small 20c.
- COLONIAL MAID.** A distinctive light lavender. Tall and stately. A new variety of real merit. One of our best growers this season. Per each, large \$2.00, med. \$1.50, small \$1.00, bulblets 10 for \$1.00.
- CREVE COUER.** A tall burnt orange with orange-red throat blotch. Very good in every respect. Per 10, large 80c, med. 50c, small 30c.
- DEBONAIR.** Tall strong and straight. LaFrance pink. Late midseason. Per 10, large 35c, med. 20c.
- DR. DURR.** A nice ruffled light cream. Per 10, large 35c, med. 20c.
- EARLY PEACH.** A nice shade of peach red. Tall grower. Per 10, large 40c, med. 30c, small 20c.
- EARLY MELODY.** A nice light lavender that grows uniformly tall and is free blooming. Per 10, large 35c, med. 20c, small 10c.
- E. I. FARRINGTON.** Beautiful shade of soft clear yellow. Medium height with precisely placed florets. Per 10, large 35c, med. 20c.
- EMBERS.** Another sport of Aflame, this being a golden veined pink. Per 10, large \$1.00, med. 75c, small 50c.
- ESCORT.** A fairly early white. Has several nicely placed florets open. Per 10, large \$1.00, med. 75c.
- FLAMING SWORD.** The standard extra early bright red. Nice tall spike. Per 10, large 35c, med. 20c, small 10c.

- FLORA FARMER.** This was introduced last year and was well liked by everyone. Color is a beautiful bright pink with a creamy white throat. A nice easy grower with free flowering habits. Per each, large \$3.00, med. \$2.00, small \$1.00. Bulb-lets 30c each.
- FRANCES CARTRIGHT.** A nice, rich orange-pink showing much promise. Per 10, large \$1.00, med. 75c, small 50c.
- GOLDEN CHIMES.** One of the finest light ruffled yellows. Per 10, large 50c, med. 30c, small 20c.
- GOLDEN DREAM.** The standard tall, late deep yellow, Per 10, large 35c.
- GOLDEN LANCER.** Medium yellow that comes well recommended. Per 10, large 50c, med. 30c, small 20c.
- GOLD EAGLE.** One of the best early clear yellows. Good cut flower. Per 10, large 35c.
- GLADDIE BOY.** A real good early cut-flower. Many growers say that this still better than most new ones in its color class. A bright orange pink blending to a yellow throat. Ruffled petals. Tall and always straight. Per 10, large 35c, med. 25c.
- HECTOR.** Very large salmon scarlet having nicely ruffled florets. An impressive variety. Per 10, large 60c, med. 35c, small 20c.
- HILDRED.** A tall medium lavender that has won several prizes. Per each, large \$1.00, med. 60c, small 30c. Bulblets 10 for 60c.
- INDIAN PRINCESS.** A heavily ruffled rich Tyrian rose. Very unusual and well worth growing. Per each, large 50c, med. 35c, small 20c.
- KRIMHILDE.** An older variety, but has the most clear light shade of lavender. Per 10, large 35c.
- LAVENDER QUEEN.** An unusually nice rich lavender. Very well liked. This won over Minuet at the EMPIRE STATE SHOW this summer. Per 10, large \$2.00, med. \$1.60, small \$1.20.
- LIBELLE.** A nice shade of violet blue, a little lighter than Ave Maria. Per 10, large 50c, med. 35c.
- LILAC FAVORITE.** Light lilac, A clear shade usually not seen in a glad. Medium sized florets, and make a good decorative. Per 10, large 35c, med. 20c.
- MAID OF ORLEANS.** About the best all around white, a little creamy in the throat. Nicely formed spike. Per 10, large 40c, med. 30c, small 20c.
- MARGARET FULTON.** Beautiful clear salmon rose. Distinctive in form and a splendid commercial. Early. Per 10, large 35c, med. 25c, small 15c.
- MARY ELIZABETH.** Fine ruffled white. Strong grower with a good number open. Moderately late. A very fine variety. Per 10, large 40c, med. 30c, small 20c.

- MARY ANSTEEN.** Rich and clear begonia rose. Wonderful color. Not too tall, but has large flowers that keep well. Per 10, large 80c, med. 60c, small 30c.
- MAX REGER.** Light lavender with creamy throat. Very nice. Per 10, large \$1.60, med. \$1.00, small 50c. Bulblets 100 for \$1.50.
- MIBLOOM.** A vigorous white tinted pink with ruddy throat. Extra early and usually has a distinct fragrance in the morning. Per 10, large 35c.
- MINUET.** The grand old lavender and still considered the best and most popular. Per 10, large 40c, med. 25c.
- MISS J. NATHAN.** A New Zealand variety. Large rose pink flowers with cream throat spotted crimson. Per 10, large 80c, med. 50c, small 30c.
- MISS MARION.** An early lavender with creamy throat. Very nice. Per 10, large \$1.60, med. \$1.00, small 50c. Bulblets 100 for \$1.50.
- MOROCCO.** This is known as the darkest colored glad of all, a very dark red, buds are nearly black. A good grower and a free propagator. Per 10, large 40c, med. 30c, small 20c.
- MOTHER MACHREE.** This is probably the most popular of the smoky class. Fine blend of color, resembling sunset coloring. Per 10, large 50c, med. 35c.
- MR. VAN TIENHOVEN.** A very large scarlet from Europe. A good grower and makes an impressive spike. Per 10, large \$1.20, med. 80c, small 60c.
- MRS. T. E. LANGFORD.** Peaches and cream combination. If well grown makes a grand spike. Per 10, large 40c, med. 30c.
- MY CREOLE BELLE.** An early pink of bright appealing color. Per 10, large 35c, med. 20c.
- ORANGE QUEEN.** An early bronzy yellow. Moderate size but very attractive. Per 10, large 35c.
- ORCHID JEWEL.** An early decorative light lavender, somewhat ruffled. Per 10, large \$1.10, med. 60c.
- PEACH ROSE.** Name describes color. A very pretty glad. Per 10, large 40c.
- PHYLLIS McQUISTON.** Beautiful light rose pink. Good grower and free bloomer. Per 10, large 40c, med. 30c, small 20c.
- PICARDY.** The most popular variety of all. Outstanding shrimp pink. Large flower and spike. Per 10, large 35c, med. 20c, small 10c.
- PURPLE BEAUTY.** A splendid new clear purple from Holland by Byvoet. This is a nice grower of very good habits and color. Our favorite in this color class. Per each, large \$1.00, med. 60c, small 40c. Bulblets 10c each, 15 for \$1.00.
- QUEEN OF BREMEN.** Very pretty bright lavender pink of moderate size, but a nice tall grower and very useful being early and a good florist color. Per 10, large 35c, med. 20c, small 10c.
- RADIANT PURPLE.** Our earliest bright purple. Showy color. Per 10, large 35c.

- RAMSEY McDONALD.** A purple from Pfitzer. Good grower with tall spike. Per 10, large \$1.00, med. 60c, small 40c.
- RED PHIPPS.** Popular bright red with several open. Per 10, large 35c, med. 20c, small 10c.
- RED LORY.** Beautiful rose red. Outstanding in this class. Long flower head with several open. Per 10, large 40c, med. 30c, small 20c.
- ROI SOLEIL.** A very early large golden yellow. Good grower and a fine cut flower. Per 10, large 40c, med. 30c, small 20c.
- ROSE PREMIER.** Bright rose red with darker blotch. Extra early. A nice grower with free blooming habits. Per 10, large \$1.00, med. 75c, small 50c.
- SALBACH'S ORCHID.** Lavender pink, something like Minuet, but more pink. Per 10, large 40c, med. 30c, small 20c.
- SENORITA.** A large flashy orange. An unusual glad in every respect. Per 10, large 40c, med. 30c.
- SHIRLEY TEMPLE.** Beautiful large ruffled cream. A really sensational glad when it blooms in cool weather with fair amount of moisture. Well worth trying. Per 10, large 80c, med. 50c, small 25c.
- SONATINE.** A tall and straight early bright pink. Per 10, large 40c, med. 25c, small 15c.
- SONNEVANCH.** A new tall clear pink of exquisite shade. Good grower and quite early, Advise its trial. Per 10, large \$1.00, med. 75c, small 40c.
- STAR OF BETHLEHEM.** One of the finest of whites Tall and straight, with a good spike of large white flowers. Per 10, large 50c, med 35c, small 20c.
- SYMPHONY.** A nice tall light pink that shows good possibilities. Per 10, large 40c, med. 30c, small 20c.
- THE FIRST.** This is the earliest white glad we have grown, and it looks good from two seasons trial. Has a little marking in the throat. A new one from Holland. Per 10, large \$1.50, med. \$1.29, small 80c.
- TOKEN.** Tall flame salmon with yellow throat. This is considered one of the best commercials and a good forcing glad. Early. Per 10, large 50c, med. 30c, small 15c.
- VAGABOND PRINCE.** Mahogany brown with red blotch. Here is an unusual glad that is practically a "must have." Per 10, large 60c, med. 40c, small 25c.
- WASAGA.** A clear ruffled buff. A beautiful glad. Per 10, large 40c, med 30.
- WILBRINCK.** An old but still popular variety grown widely for its early lavender flowers. Per 10, large 35c.
- ZAUBERFLOTE.** Peach rose with red blotch. This is real good and will be popular, being an improved Pendleton. Per 10, large 80c, med. 60c, small 40c.
- ZILLAH.** A beautiful tall, straight yellow. Per 10, large 40c, med. 30c, small 20c.
- ZUNI.** A new smoky of merit. Silvery rose blend. Per 10, large \$2.40, med. \$1.60, small 80c.

QUANTITY PRICE LIST

All bulbs quoted in this list are shipped charges collect, F. O. B. Warsaw, N. Y. You may order 25 or more bulbs at the hundred rate.

We do not substitute a variety when sold out on the variety ordered. However, if we are out of the size ordered we will send next smaller size, giving enough to bring the amount up to full value.

Variety	per 100	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	per	Blts.
AFLAME		\$1.80	\$1.40	\$1.20	—	—	—	Qt.	\$2.00
ALICE REID		2.40	2.00	1.60	1.40	1.20	1.00	Qt.	4.00
AVE MARIA		1.80	1.40	—	—	—	—	Qt.	1.50
BAGDAD		1.60	1.20	—	—	—	—	Qt.	1.00
B. L. SMITH		1.60	1.20	—	—	—	—	Qt.	1.50
BEAUTIFUL OHIO		14.00	12.00	10.00	8.00	7.00	—	1000	12.00
BLANCH W. RICH		5.00	4.00	3.20	2.40	2.00	1.60	Qt.	5.00
CAPT. BOYNTON		1.40	1.20	1.00	.80	—	—	Qt.	1.00
DEBONAIR		1.40	1.20	1.00	.80	.60	—	Qt.	2.00
DR. BURR		1.60	1.20	1.00	—	—	—	Qt.	1.00
CREVE COUER		6.00	4.00	3.00	2.50	2.20	2.00	1000	3.00
EARLY MELODY		1.40	1.20	1.00	.80	—	—	Qt.	1.00
EARLY PEACH		1.80	1.40	1.00	.80	.60	—	Qt.	2.00
E. I. FARRINGTON		1.40	1.20	1.00	—	—	—	Qt.	1.00
ESCORT		6.00	5.00	4.00	3.00	—	—	Qt.	3.00

FLAMING SWORD	1.40	1.20	.80	.60	.40	Qt.	1.00
FRANCES CARTRIGHT	2.40	2.00	1.40	1.20	1.00	Qt.	3.00
GOLD EAGLE	1.40	1.20	—	—	—	Qt.	1.00
GOLDEN DREAM	1.40	1.20	—	—	—	—	—
GOLDEN LANCER	3.00	2.40	1.60	1.20	—	Qt.	4.00
GLADDIE BOY	1.60	1.20	.80	—	—	Qt.	2.00
LAVENDER QUEEN	6.00	5.00	3.20	2.40	2.00	1000	3.00
LILAC FAVORITE	1.40	1.20	.80	—	—	—	—
MARY ANSTEEN	6.00	4.50	2.50	2.00	1.50	Qt.	10.00
MARY ELIZABETH	1.80	1.40	1.00	.80	.60	Qt.	2.00
MARGARET FULTON	1.60	1.40	1.00	.70	.40	Qt.	1.00
MAID OF ORLEANS	1.60	1.40	1.00	.80	.60	Qt.	1.50
MINUET	1.60	1.40	—	—	—	Qt.	3.00
MISS MARION	6.00	5.00	3.00	2.00	1.50	1000	4.00
MOROCCO	1.60	1.40	.90	.70	.50	Qt.	1.50
MOTHER MACHREE	2.00	1.60	—	—	—	—	—
PICARDY	1.40	1.20	.80	—	—	Qt.	1.00
ROSE PREMIER	3.00	2.40	1.60	1.20	1.00	Qt.	3.00
SONATINE	1.60	1.40	1.00	.70	.50	Qt.	2.00
SYMPHONY	1.80	1.40	1.00	.70	.50	Qt.	2.00
STAR OF BETHLEHEM	2.50	2.00	1.20	.90	.70	Qt.	5.00
TOKEN	2.50	2.00	1.00	.50	.60	Qt.	2.50
ZAUBERFLOTE	6.00	5.00	3.60	3.20	2.60	1000	3.50

